

# CORPORATE COMMUNICATIONS UNIT

## OPERATING PROCEDURES



## Corporate Communications Unit

Haycraft #2  
18 Pasea Estate  
Tortola

Revised 01/2023



## **How can you effectively engage with your Communications Team?**

Industry Publications, Notices, Advisories, Survey Development, Advertisements, Press Releases and Internal Messaging are some of the requests received by the Communications Team.

We have revised our procedures and tasks for internal and external audiences to improve efficiency and meet our business communications objectives.

Our goal is to produce direct, well-timed, purposeful and straightforward content for our clients while seeking valuable insights to measure our impact. Our guidelines and **Beam** notifications describe what happens when you engage with the Corporate Communications Unit (the “*CCU*”).

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## How To Submit Tasks to CCU?

1. Please submit all tasks (internal/external) to [CCU@bvifsc.vg](mailto:CCU@bvifsc.vg).
  - a. You will receive automated responses that include a ticket number with anticipated resolved timeframes. If necessary, save these Ticket numbers for seamless retrieval to facilitate year-end reconciling. A verbal or written exchange may follow until your task is complete. We intend to request feedback from you about the ZenDesk service and general satisfaction with our delivery performance.
  - b. *Alternatively*, you may scroll to the **HELPDESK** widget on the BEAM; Navigate to the 'CCU Request for Publication' tab, **complete and submit** the electronic form that captures the necessary information to handle your requests efficiently.

*E.g., **Communication Type**; Channels; Contact; Objective/Target Audience/Publishing Date, and Approving Manager.*

## How are we reorganising information?

2. To streamline our messaging more accurately, we include all notices, advisories and circulars within our monthly publication. Previously, these items were published on demand through the respective channels. The Managing Director/Deputy Managing Director ('DMD') Regulation and/or the Policy, Research and Statistics Director must approve all special or urgent publications.
  - a. All submissions for the publication are expected at least three business days before the proposed release date. Items not submitted by the required times will be deferred for the subsequent publication date.
  - b. **FSC DIRECT / FSC SHORTS**: Introducing **New** visual distribution vehicles for information to our external audiences for constant contact.
  - c. All information submitted for release requires approval by the appropriate division/project manager.
  - d. All information for external audiences must be approved by the Managing Director/DMD, Regulation and/or Policy, Research and Statistics Director.

Please note our general service delivery standards that we endeavour to fulfil based on our service load:

<b>PUBLICATION TYPE</b>	<b>SERVICE STANDARD (<i>Business Days</i>)</b>
Press Release	1-3 days
Events Coverage	1-5 days vary per the coverage type and needs ( <i>Audio/Visual Recording/Photography</i> )
Video Production	5-7 days <i>varies as per type and length and editing needs.</i>
Beam Posts	1-3 days
Infographics/Flyers/Forms	<i>subject to Creative Services Unit service standards/availability</i>
Website Changes (Includes approved Staff Web Profiles)	Same day - 1 day ( <i>Staff profiles should be brief, 1-2 paragraphs to include related Financial Services experience, Commission Role and Qualifications</i> )
Web Profile Pics	3-7 days
Web Reorganisation/Changes	<i>Varies as per the type of change to include adding information and project timelines</i>
Surveys	3-7 days <i>Varies to allow for development/review</i>
Polls/Slido requests	1-2 days
Virtual Events/Webinar Hosting	3-5 days <i>Varies as per project servicing</i>
Transcripts/Notetaking	3-7 days following the event

e. ***Exceptional Publications***

<b>PUBLICATION TYPE</b>	<b>SERVICE STANDARD (<i>Business Days</i>)</b>
Financial Sanctions and Public Statements	Published/Dispatched on-demand/Same Day
Placement of Classified Ads Expressions of Interest / Public Tender Notices for local, Regional, and International Audiences	5-10 days, subject to Service standards/availability of the Creatives Services Unit. Allow proper lead for successful technical reviews, budget approvals, distribution and response.

*Important Note: Publication/processing times may be affected by the approval process and other priority tasks.*



**EFFICIENCY**

**ACCURACY**

**TRANSPARENCY**